



# From Informing to Influencing: HELP CITIZENS DECIDE WITH CONTENT

**Government Web Content Conference**

**COLLEEN JONES**

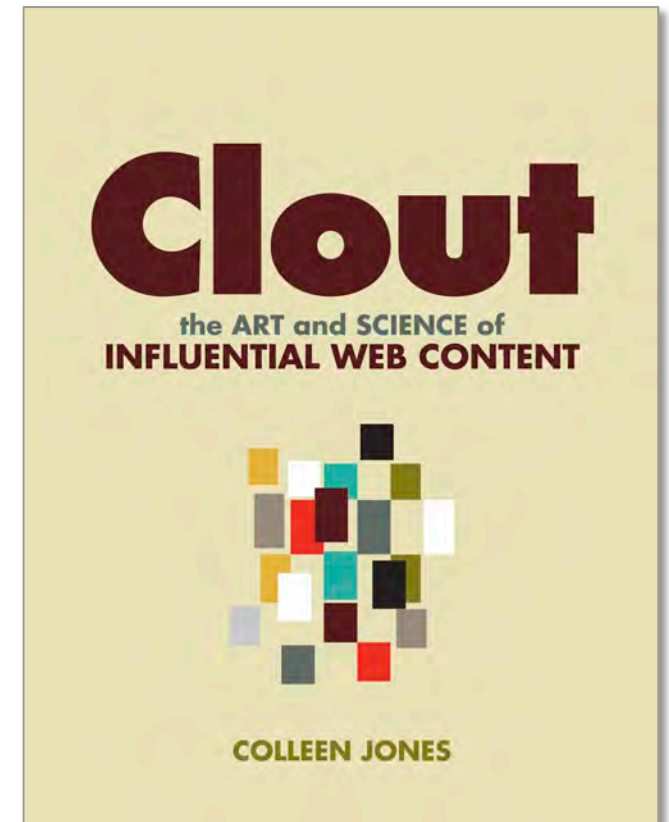
**@leenjones #govwebcon**



**What is your vision of a good user  
(citizen) experience?**

# Why I Say That...

- M.A. in tech communication
- 13 years experience on client and consultancy sides
- Fortune 500s, CDC, startups
- Author of *Clout*



# Today, You'll Learn...

- Why Informing Is Not Enough Anymore
- What Influencing Is (and Is Not)
- 4 Principles of Influence for Content

# WHY IS INFORMING **NOT** ENOUGH?

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**Americans no longer use the web to find a document, then leave.**

**// For the first year ever [2010], the average time U.S. consumers report spending online is the same that they report spending watching offline TV. ”**

**Forrester Research**

# How are Americans using the web now?

- Shopping
- Researching and tracking health
- Managing finances and taxes
- Researching candidates
- Much, much, much more







**Americans are overwhelmed.**



Users no longer need  
websites to be *filing cabinets*.







They need websites to be  
*trusted advisors.*

**// [That website] is a real experience that's laid out to achieve a goal, all of it working together.**

**You can't say that about this website — it's like a big filing cabinet with weird labels on the drawers. “**

**Website Stakeholder**

# WHAT IS INFLUENCE?

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## **Influence IS...**

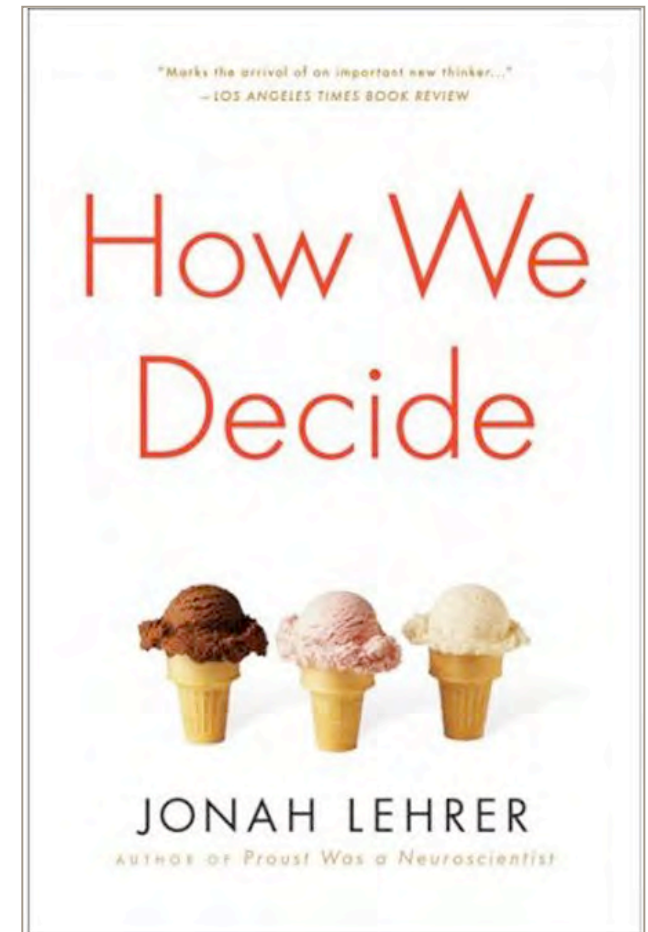
- **Nudging**
- **Guidance**
- **Ethical**

## **Influence IS NOT...**

- **Forcing**
- **Propaganda**
- **Manipulative**

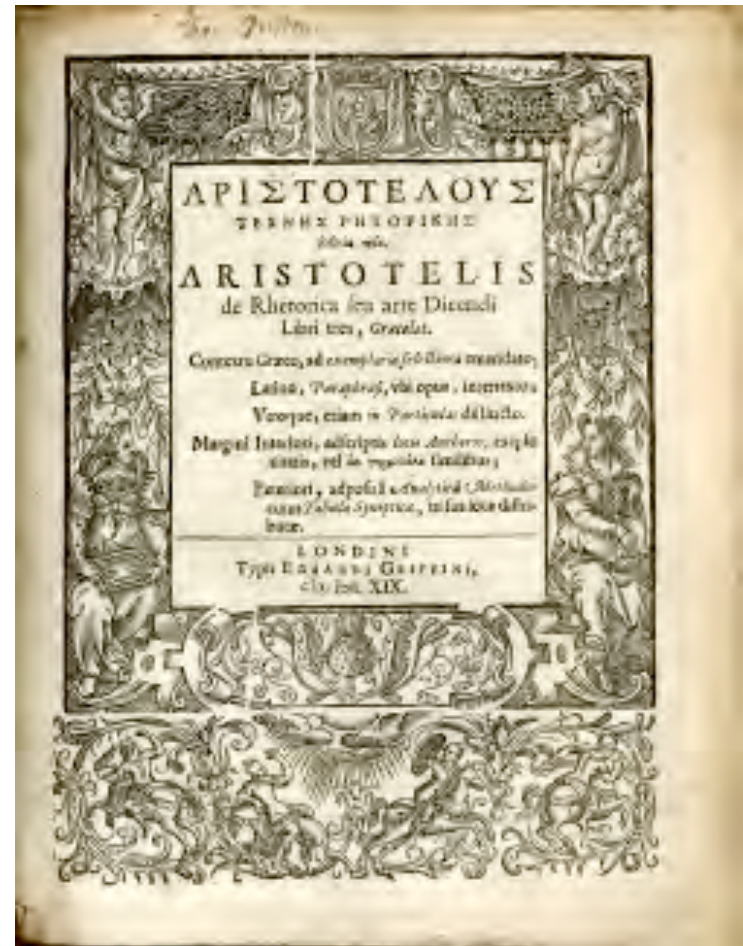
# Where Can We Learn About Influence?

## Psychology



# Where Can We Learn About Influence?

## Rhetoric



# Why Is Influence a **Content** Issue?

Influence requires

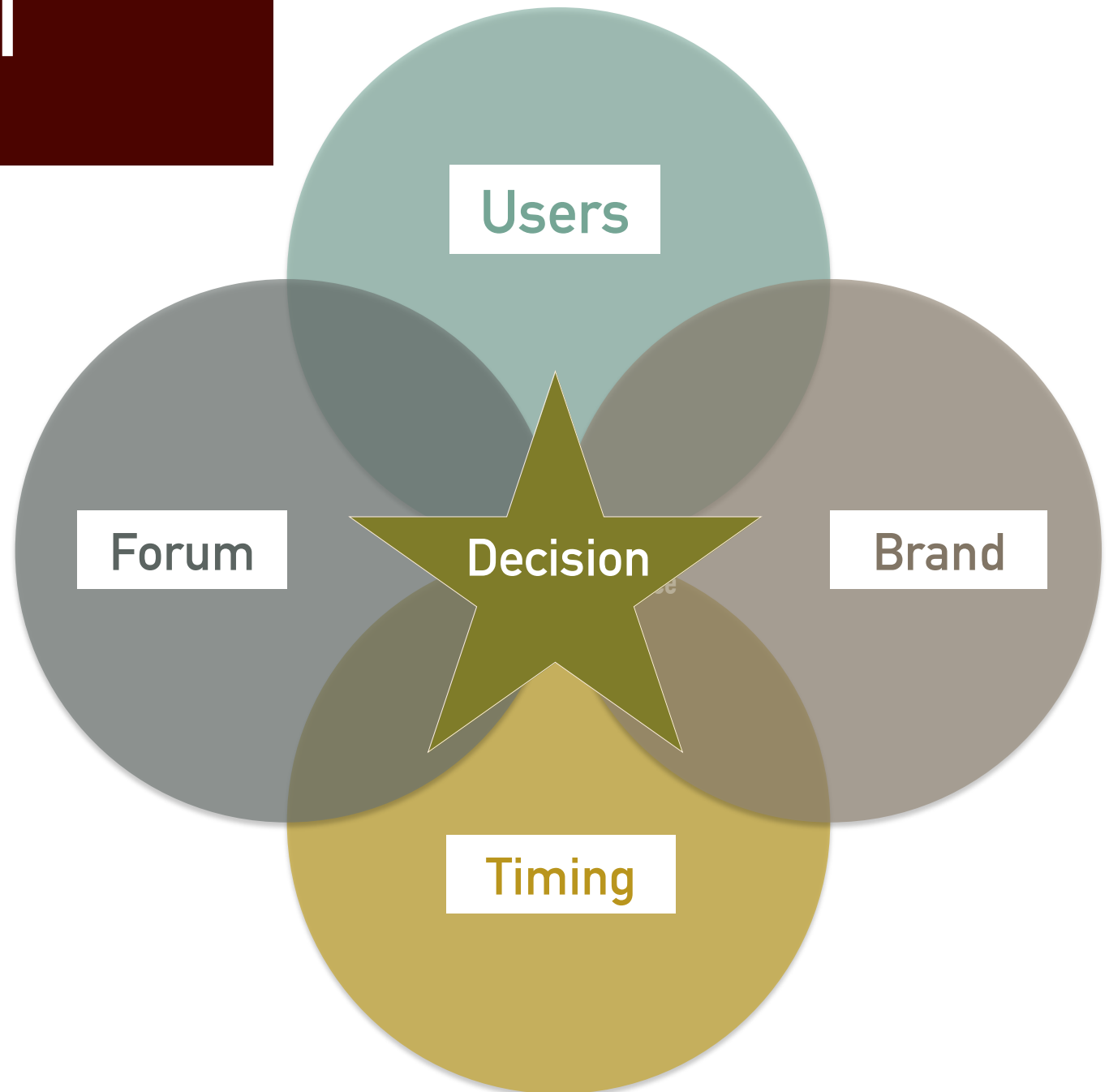
- the right content
- for the right users
- in the right forum (channel)
- at the right time.

# 4 PRINCIPLES FOR CONTENT

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# 1. CONTEXT



# Travelers' Health Website

## "Destinations" Content



<b>Users</b>	International travelers
<b>Brand</b>	CDC
<b>Timing</b>	Critical: Before a trip Ideal: During + after a trip
<b>Channel / Forum</b>	Website (eventually mobile)
<b>Decisions to Influence</b>	Critical: Whether to get vaccinations ★ Ideal: Whether to take other precautions

**Do I really need to  
get shots?**



## Travelers' Health

### Home

[Destinations \(238\)](#)

### Mexico

[Regions](#)

[Vaccinations](#)

[News & Announcements](#)

[Travel Notices](#)

[Diseases](#)

[Yellow Book](#)

[Find a Clinic](#)

[Specific Groups & Settings](#)

[Stay Healthy & Safe](#)

[Illness & Injury Abroad](#)

[References & Resources](#)

[Travel Podcasts](#)

[RSS Feeds](#)



[Home](#) [Destinations \(238\)](#)

## Health Information for Travelers to Mexico



### On This Page

- [Travel Notices in Effect](#)
- [Safety and Security Abroad](#)
- [Preparing for Your Trip to Mexico](#)
- [Other Diseases Found in Mexico and Central America](#)
- [Staying Healthy During Your Trip](#)
- [After You Return Home](#)

### Travel Notices in Effect

- [2010 Measles Update](#) January 13, 2010
- [Update: Dengue, Tropical and Subtropical Regions](#) November 10, 2009
- [2009 H1N1 Flu: Global Situation](#) October 15, 2009
- [New Article about Typhoid Fever Infection in U.S. Travelers Highlights Travel Risks in Certain Destinations](#) September 09, 2009

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### Safety and Security Abroad

- [Registration of Traveler Emergency Contact and Itinerary Information](#) June 16, 2007
- [Transportation Security Administration](#)
- [U.S. Department of State](#)

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### Preparing for Your Trip to Mexico

**Before visiting Mexico, you may need to get the following vaccinations and medications for vaccine-preventable diseases and other diseases you might be at risk for at your destination:** (Note: Your doctor or health-care provider will determine what you will need, depending on factors such as your health and immunization history, areas of the country you will be visiting, and planned activities.)

To have the most benefit, see a health-care provider at least 4–6 weeks before your trip to allow time for your vaccines to take effect and to start taking medicine to prevent malaria, if you need it.

Even if you have less than 4 weeks before you leave, you should still see a health-care provider for needed vaccines, anti-malaria drugs and other medications and information about how to protect yourself from illness and injury while traveling.

CDC recommends that you see a health-care provider who specializes in Travel Medicine. [Find a travel medicine clinic](#) near you. If you have a medical condition, you should also share your travel plans with any doctors you are currently seeing for other medical reasons.

If your travel plans will take you to more than one country during a single trip, be sure to let your health-care provider know so that you can receive the appropriate vaccinations and information for all of your destinations. Long-term travelers, such as those who plan to work or study abroad, may also need additional vaccinations as required by their employer or school.

**Be sure your routine vaccinations are up-to-date. Check the links below to see which vaccinations adults and children should get.**

**Routine vaccines**, as they are often called, such as for influenza, chickenpox (or varicella), polio, measles/mumps/rubella (MMR), and diphtheria/pertussis/tetanus (DPT) are given at all stages of life; see the [childhood and adolescent immunization schedule](#) and [routine adult immunization schedule](#).

Routine vaccines are recommended even if you do not travel. Although childhood diseases, such as measles, rarely occur in the United States, they are still common in many parts of the world. A traveler who is not vaccinated would be at risk for infection.

### Vaccine-Preventable Diseases

Vaccine recommendations are based on the best available risk information. Please note that the level of risk for vaccine-preventable diseases can change at any time.

Vaccination or Disease	Recommendations or Requirements for Vaccine-Preventable Diseases
<b>Routine</b>	Recommended if you are not up-to-date with routine shots such as, measles/mumps/rubella (MMR) vaccine, diphtheria/pertussis/tetanus (DPT) vaccine, poliovirus vaccine, etc.
<b>Hepatitis A or immune globulin (IG)</b>	Recommended for all unvaccinated people traveling to or working in countries with an intermediate or high level of hepatitis A virus infection ( <a href="#">see map</a> ), where exposure might occur through food or water. Cases of travel-related hepatitis A can also occur in travelers to developing countries with "standard" tourist itineraries, accommodations, and food consumption behaviors.
<b>Hepatitis B</b>	Recommended for all unvaccinated persons traveling to or working in countries with intermediate to high levels of endemic HBV transmission ( <a href="#">see map</a> ), especially those who might be exposed to blood or body fluids, have sexual contact with the local population, or be exposed through medical treatment (e.g., for an accident).
<b>Typhoid</b>	Recommended for all unvaccinated people traveling to or working in Mexico and Central America, especially if visiting smaller cities, villages, or rural areas and staying with friends or relatives where exposure might occur through food or water.
<b>Rabies</b>	Recommended for travelers spending a lot of time outdoors, especially in rural areas, involved in activities such as bicycling, camping, or hiking. Also recommended for travelers with significant occupational risks (such as veterinarians), for long-term travelers and expatriates living in areas with a significant risk of exposure, and for travelers involved in any activities that might bring them into direct contact with bats, carnivores, and other mammals. Children are considered at higher risk because they tend to play with animals, may receive more severe bites, or may not report bites.

### Malaria

**Areas of Mexico with Malaria:** Limited to areas infrequently visited by travelers, including small foci along the Guatemala and Belize borders in the state of Quintana Roo and small foci along the Guatemala border in the states of Chiapas and Tabasco; rural areas in the states of Nayarit, Oaxaca, and Sinaloa; and in an area between 24°N and 28°N latitude, and 106°W and 110°W longitude, which lies in parts of Sonora, Chihuahua, and Durango. No malaria along the United States-Mexico border and in the major resorts along the Pacific and Gulf coasts.

If you will be visiting an area of Mexico with malaria, you will need to discuss with your doctor the best ways for you to avoid getting sick with malaria. Ways to prevent malaria include the following:

- Taking a prescription antimalarial drug
- Using insect repellent and wearing long pants and sleeves to prevent mosquito bites
- Sleeping in air-conditioned or well-screened rooms or using bednets

Primaquine is the preferred antimalarial drug (only after G6PD testing) in Mexico. Atovaquone/proguanil, chloroquine, doxycycline, and mefloquine are alternative choices. For information that can help you and your doctor decide which of these drugs would be best for you, please see [Drugs to Prevent Malaria](#).

To find out more information on malaria throughout the world, you can use the [interactive CDC malaria map](#). You can search or browse countries, cities, and place names for more specific malaria risk information and the recommended prevention medicines for that area.

### Malaria Contact for Health-Care Providers

For assistance with the diagnosis or management of suspected cases of malaria, call the CDC Malaria Hotline: **770-488-7788** (M-F, 9 a.m. to 5 p.m., Eastern time). For emergency consultation after hours, call **770-488-7100** and ask to speak with a CDC Malaria Branch clinician.

### A Special Note about Antimalarial Drugs

You should purchase your antimalarial drugs before travel. Drugs purchased overseas may not be manufactured according to United States standards and may not be effective. They also may be dangerous, contain counterfeit medications or contaminants, or be combinations of drugs that are not safe to use.

Halofantrine (marketed as Halcant) is widely used overseas to treat malaria. CDC recommends that you do **NOT** use halofantrine because of serious heart-related side effects, including deaths. You should avoid using antimalarial drugs that are not recommended **unless** you have been diagnosed with life-threatening malaria and no other options are immediately available.

For detailed information about these antimalarial drugs, see [Information for the Public: Prescription Drugs for Malaria](#).

# Testing Found Issues of Influence

## Understanding + Trusting Travelers....

- Misunderstood their risk level.
- Did not trust that the content was specific to the destination.
- Were distracted by "Travel Notices" as urgent news.

## Acting Travelers....

- Were confused about which vaccinations they really needed.
- Did not want to get lots of shots.
- Were unclear about what to do next.



## 2. FRAMING

### Guide attention.



# Which version better frames the decision?

## Before

Health Information for Travelers to China



**On This Page**

- [Travel Notices in Effect](#)
- [Safety and Security Abroad](#)
- [Preparing for Your Trip to China](#)
- [Other Diseases Found in East Asia](#)
- [Staying Healthy During Your Trip](#)
- [After You Return Home](#)

**Travel Notices in Effect**

- [New Article about Typhoid, Fever Infection in U.S. Travelers Highlights Travel Risks in Certain](#)
- [2009 Measles Update](#) July 17, 2009
- [Possible Novel H1N1 Flu Screening for International Travelers](#) July 14, 2009
- [Novel H1N1 Flu: Global Situation](#) July 09, 2009
- [Hand, foot, and mouth disease in Asia](#) May 29, 2009
- [Melamine in Chinese-Manufactured Infant Formula](#) November 10, 2008
- [Guidelines and Recommendations: Interim Guidance about Avian Influenza \(H5N1\) for U.S. Citizens Living Abroad](#) November 03, 2008
- [Human Infection with Avian Influenza A \(H5N1\) Virus: Advice for Travelers](#) November 03, 2008

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## After (Concept)

**Travelers' Health**

Home > Destinations (238)

### China

Nothing ruins a trip faster than becoming sick or injured. Travel smart with our recommendations, tips, and notices.

[Map Thumbnail](#)

[Disclaimer](#)

**Plan Your Trip**

**Before** **During** **After**

**Prevent Diseases** [Download Summary](#)

- Use this summary as a guide.
- Go to a [travel clinic](#) to get vaccinations, medications, and personal advice.

Disease	Level	Do This	Especially If...
Yellow Fever	1	Get vaccinated.	
Measles + More	2	Update your routine vaccinations.	You're not up-to-date with routine shots: measles/mumps/rubella,

### 3. CREDIBILITY

Be trustworthy + likable.



# CDC has clout as a *source*.

*How would you rate the job being done by [agency/department]? Would you say it is doing an excellent, good, only fair, or poor job?*

■ % Excellent/Good



July 10-12, 2009

GALLUP POLL

# The *content itself* has to be credible, too.

**// Both easiness to locate and understandability of health information are positively related to *trust* in online health information. “**




**Content Quality Checklist:**

**<http://content-science.com/expertise/content-quality-checklist>**



# Which version is more trustworthy + likable?



- [Staying Healthy During Your Trip](#)
- [After You Return Home](#)

### Travel Notices in Effect

- > [New Article about Typhoid Fever Infection in U.S. Travelers Highlights Travel Risks in Certain](#)
- > [2009 Measles Update](#) July 17, 2009
- > [Possible Novel H1N1 Flu Screening for International Travelers](#) July 14, 2009
- > [Novel H1N1 Flu: Global Situation](#) July 09, 2009
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- > [Human Infection with Avian Influenza A \(H5N1\) Virus: Advice for Travelers](#) November 03, 2008

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### Safety and Security Abroad

- > [U.S. Department of State Travel Alert for China: Earthquake in Sichuan province \(May 15, 2008\)](#)
- > [Registration of Traveler Emergency Contact and Itinerary Information](#) June 18, 2007
- > [Transportation Security Administration](#)
- > [U.S. Department of State](#)

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### Preparing for Your Trip to China

**Before visiting China, you may need to get the following vaccinations and medications for vaccine-preventable diseases and other diseases you might be at risk for at your destination:** (Note: Your doctor or health-care provider will determine what you will need, depending on factors such as your health and immunization history, areas of the country you will be visiting, and planned activities.)

To have the most benefit, see a health-care provider at least 4–6 weeks before your trip to allow time for your vaccines to take effect and to start taking medicine to prevent malaria, if you need it.

Even if you have less than 4 weeks before you leave, you should still see a health-care provider for needed vaccines, anti-malaria drugs and other medications and information about how to protect yourself from illness and injury while traveling.

Nothing ruins a trip faster than becoming sick or injured. Travel smart with our recommendations, tips, and notices.

[Map Thumbnail](#)

[Disclaimer](#)

## Plan Your Trip

[Before](#)[During](#)[After](#)

### Prevent Diseases

[Download Summary](#)

- Use this summary as a guide.
- Go to a [travel clinic](#) to get vaccinations, medications, and personal advice.

Disease	Level	Do This	Especially If...
Yellow Fever	1	Get vaccinated.	
Measles + More	2	Update your routine vaccinations.	You're not up-to-date with routine shots: measles/mumps/rubella, tetanus, polio, etc.
Hepatitis A	2	Get vaccinated.	You'll be in an area with medium or high infection level. <a href="#">Map</a>
Hepatitis B	2	Get vaccinated. Use caution with exposure to body fluids.	You'll be in an area with medium or high infection level. <a href="#">Map</a> You'll have sexual contact with local people. <a href="#">More &gt;</a>
Typhoid	3	Get vaccinated.	You'll be in East Asia, especially small towns or rural areas. <a href="#">Map</a>
Japanese encephalitis	3	Get vaccinated.	You'll spend lots of time in farming areas.
Malaria	3	Talk with a travel medicine professional about the best prevention method for you. <a href="#">More &gt;</a>	You'll spend lots of time outdoors or in a rural area.

1 Required

2 Strongly recommended

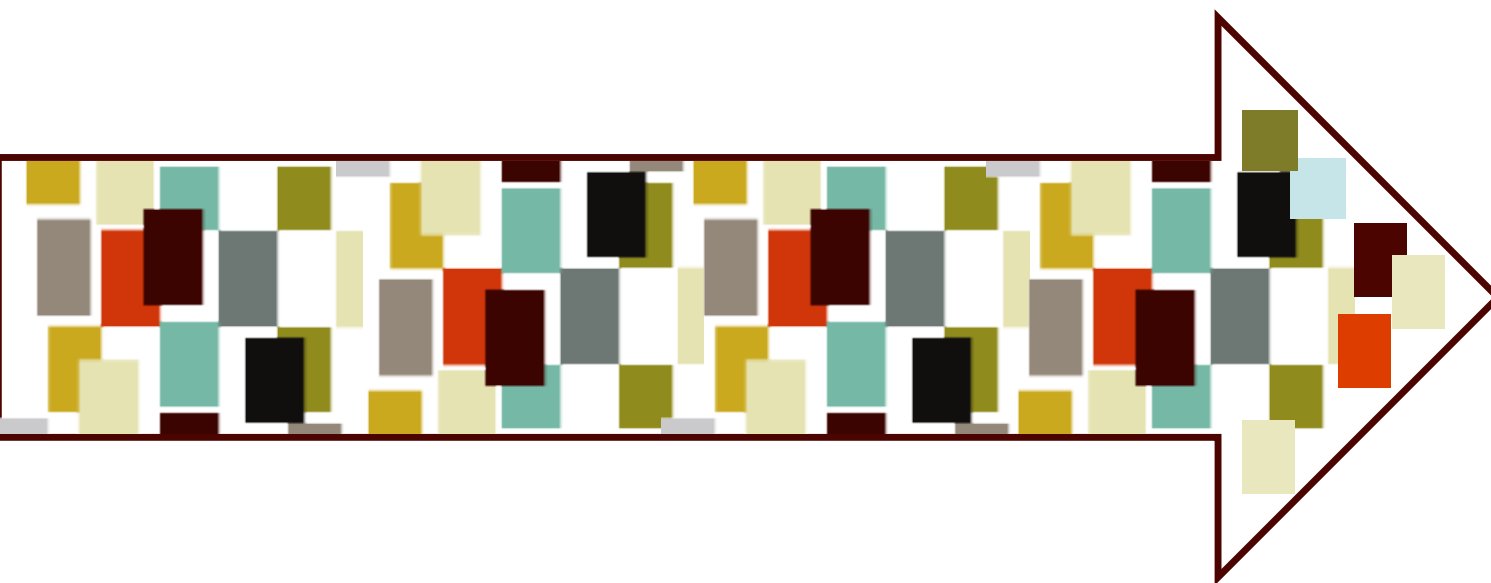
3 Recommended

[Disclaimer](#)

[Download Summary](#)

[Find a Travel Clinic](#)

### Take Other Precautions



## **4. OPPORTUNE MOMENT**

**Call to action or next step.**

# Which version better leads to action?

## Preparing for Your Trip to China

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To have the most benefit, see a health-care provider at least 4–6 weeks before your trip to allow time for your vaccines to take effect and to start taking medicine to prevent malaria, if you need it.

Even if you have less than 4 weeks before you leave, you should still see a health-care provider for needed vaccines, anti-malaria drugs and other medications and information about how to protect yourself from illness and injury while traveling.

CDC recommends that you see a health-care provider who specializes in Travel Medicine. [Find a travel medicine clinic](#) near you. If you have a medical condition, you should also share your travel plans with any doctors you are currently seeing for other medical reasons.

If your travel plans will take you to more than one country during a single trip, be sure to let your health-care provider know so that you can receive the appropriate vaccinations and information for all of your destinations. Long-term travelers, such as those who plan to work or study abroad, may also need additional vaccinations as required by their employer or school.

Although yellow fever is not a disease risk in China, the government requires travelers arriving from [countries where yellow fever is present](#) to present proof of yellow fever vaccination. If you will be traveling to one of these countries where yellow fever is present before arriving in China, this requirement must be taken into consideration.

**Be sure your routine vaccinations are up-to-date. Check the links below to see which vaccinations adults and children should get.**

**Routine vaccines**, as they are often called, such as for influenza, chickenpox (or varicella), polio, measles/mumps/rubella (MMR), and diphtheria/pertussis/tetanus (DPT) are given at all stages of life; see the [childhood and adolescent immunization schedule](#) and [routine adult immunization schedule](#).

Routine vaccines are recommended even if you do not travel. Although childhood diseases, such as measles, rarely occur in the United States, they are still common in many parts of the world. A traveler who is not vaccinated would be at risk for infection.

## Vaccine-Preventable Diseases

Vaccine recommendations are based on the best available risk information. Please note that the level of risk for vaccine-preventable diseases can change at any time.

Vaccination or Disease	Recommendations or Requirements for Vaccine-Preventable Diseases
<a href="#">Routine</a>	Recommended if you are not up-to-date with routine shots such as, measles/mumps/rubella (MMR) vaccine, diphtheria/pertussis/tetanus (DPT) vaccine, poliovirus vaccine, etc.
<a href="#">Hepatitis A or immune globulin (IG)</a>	Recommended for all unvaccinated people traveling to or working in countries with an intermediate or high level of hepatitis A virus infection ( <a href="#">see map</a> ) where exposure might occur through food or water. Cases of travel-related hepatitis A can also occur in travelers to developing countries with "standard" tourist itineraries, accommodations, and food consumption behaviors.

## Prevent Diseases

[Download Summary](#)

- Use this summary as a guide.
- Go to a [travel clinic](#) to get vaccinations, medications, and personal advice.

Disease	Level	Do This	Especially If...
Yellow Fever	1	Get vaccinated.	
Measles + More	2	Update your routine vaccinations.	You're not up-to-date with routine shots: measles/mumps/rubella, tetanus, polio, etc.
Hepatitis A	2	Get vaccinated.	You'll be in an area with medium or high infection level. <a href="#">Map</a>
Hepatitis B	2	Get vaccinated. Use caution with exposure to body fluids.	You'll be in an area with medium or high infection level. <a href="#">Map</a> You'll have sexual contact with local people. <a href="#">More &gt;</a>
Typhoid	3	Get vaccinated.	You'll be in East Asia, especially small towns or rural areas. <a href="#">Map</a>
Rabies	3	Get vaccinated. Consider getting children vaccinated.	You'll spend a lot of time outdoors or with animals.
Japanese encephalitis	3	Get vaccinated.	You'll spend lots of time in farming areas.
Malaria	3	Talk with a travel medicine professional about the best prevention method for you. <a href="#">More &gt;</a>	You'll spend lots of time outdoors or in a rural area.

1 Required 2 Strongly recommended 3 Recommended [Disclaimer](#)

[Download Summary](#)

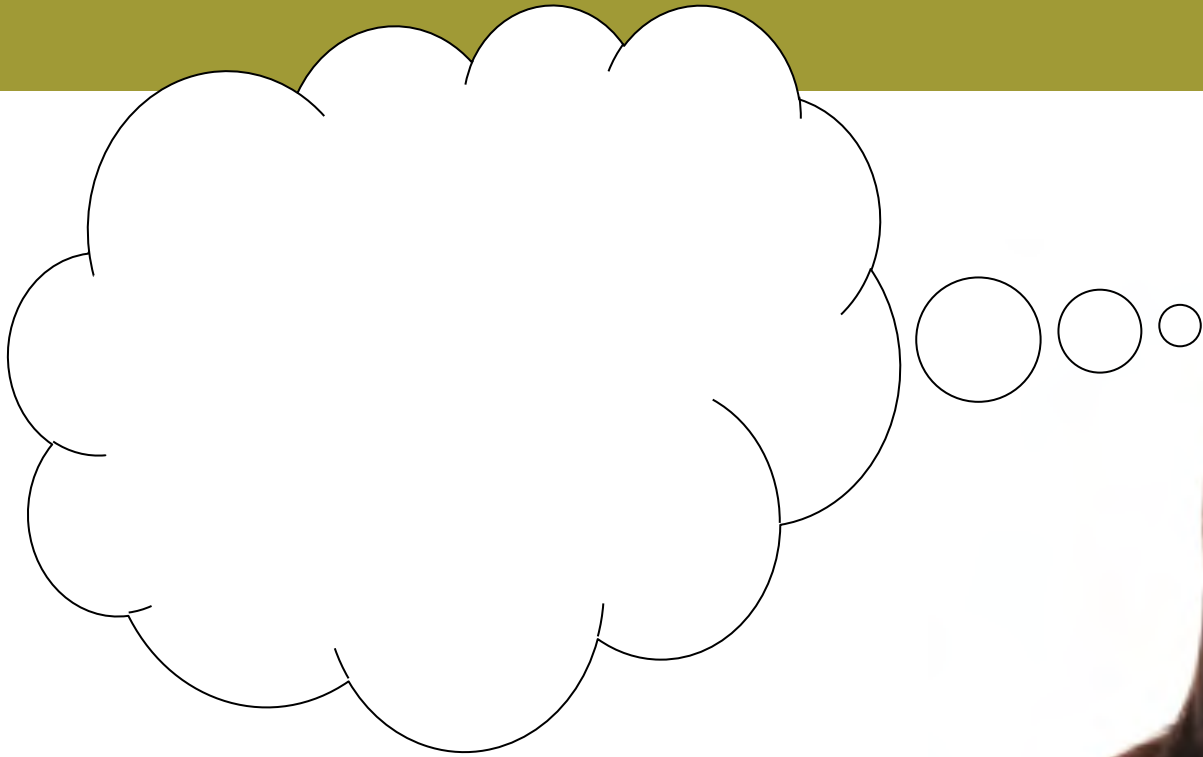
[Find a Travel Clinic](#)

# 3 STEPS TO **START** TOMORROW

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# 1. Add a decision to a persona.



## 2. Pick a principle.

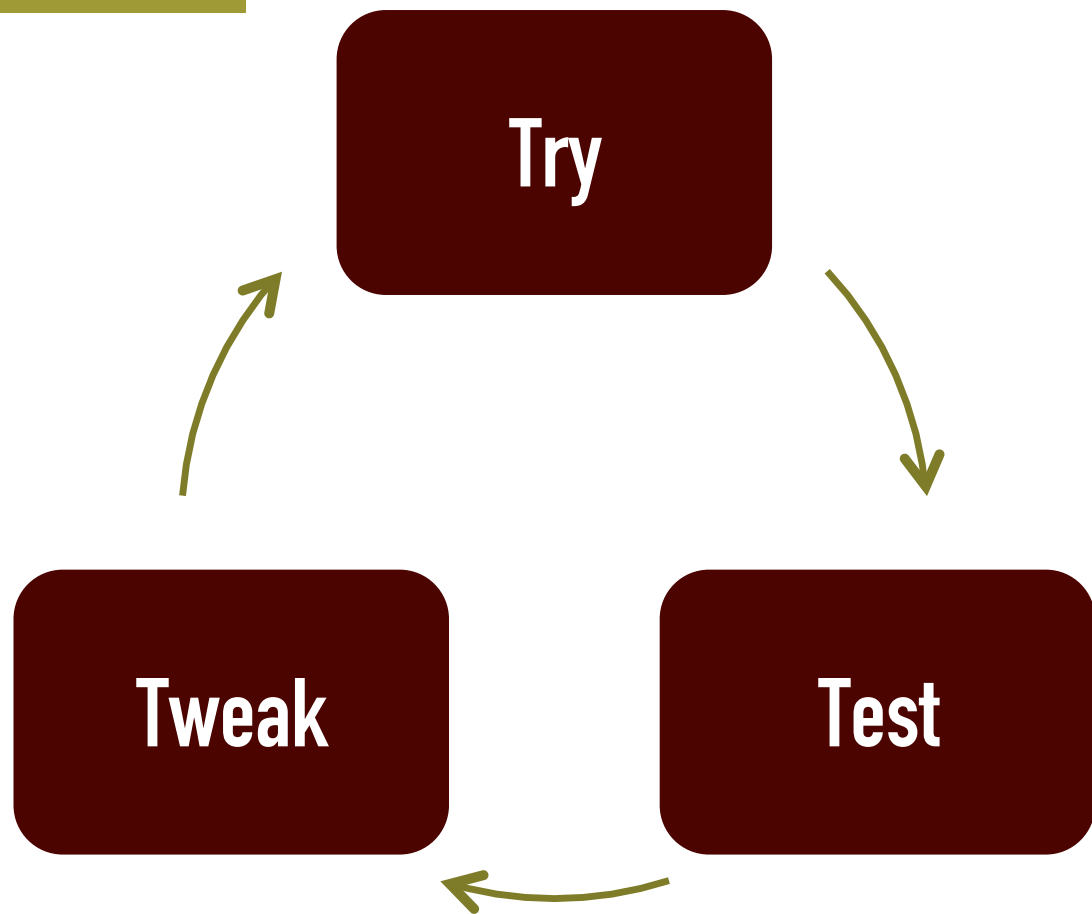
**Framing**

**Credibility**

**Opportune Moment**

**More Principles + Examples:**  
[\*\*content-science.com/clout\*\*](http://content-science.com/clout)

### 3. Try it out.





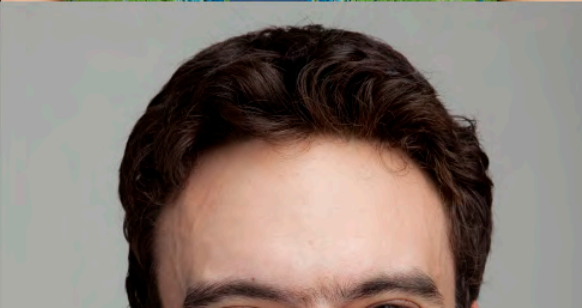
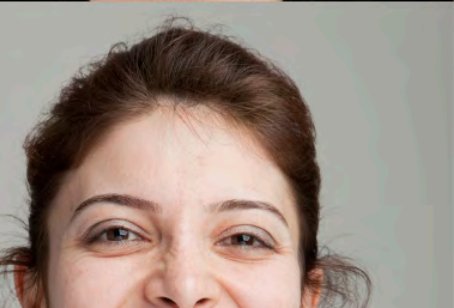
# SUMMARY

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**Americans turn to your content  
more now *than ever*.**

**Turn your content into a  
trusted advisor.**







**content  
science**

# QUESTIONS?

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